UNITED STATES
AIR FORCE ACADEMY™

Artwork Sheet Current Revision Date: 7/3/25
Online Brand and Style Guide: usafa.edu/brand

Official name: United States Air Force Academy™
Approved Abbreviation: U.S. Air Force Academy™

Unapproved Acronym: USAFA™

Do not combine USAFA with the official logomark or wordmark.
Approval is required to use USAFA on small items with limited space.

	ACADEMY BLUE	CLASS ROYAL	WHITE	ACADEMY GREY	CLASS RED	CLASS YELLOW
PMS	PANTONE 661 C	PANTONE 655 C	NO INK / OPAQUE	PANTONE 421 C	PANTONE 187 C	PANTONE 123 C
CMYK	100,81,0,13	100,73,0,61	0,0,0,0	28,20,20,0	0,100,74,26	0,16,89,0
RGB	0,53,148	0,37,84	255,255,255	178,180,178	166,25,46	255,199,44
HEX	#003594	#002554	#FFFFFF	#B2B4B2	#A6192E	#FFC72C

WORDMARK

Horizontal

UNITED STATES
AIR FORCE ACADEMY™

UNITED STATES
AIR FORCE ACADEMY®

Vertical

UNITED STATES
AIR FORCE ACADEMY™

Clear Space

UNITED STATES
AIR FORCE ACADEMY

Incorrect Uses of Wordmark

Do not size components independently.

Do not alter placement of components.

Do not rotate.

Do not remove components.

Do not condense, stretch or distort.

Do not use drop shadows, strokes or other visual elements.

Do not recolor, even if the color is an approved brand color.

Do not add embellishments.

Do not swap the colors of the elements.

Do not place the wordmark over a busy image or pattern.

NOTE: *The United States Air Force Academy marks are controlled under a licensing program administered by the Department of the Air Force.*
Using these marks will require written approval from the Air Force and Space Force Intellectual Property Management Office.

Logomark

Incorrect Uses of Logomark

Do not separate the characters.

Do not add other graphical elements.

Do not use any colors other than the approved color palette.

Do not embed images in the logo.

Do not place over a busy image or pattern.

Do not rearrange the characters.

Do not place inside the state or country outlines without approval.

Do not combine with any flag.

LOGO COLOR PALETTE

	ACADEMY BLUE	CLASS ROYAL
PMS	PANTONE 661 C	PANTONE 655 C
CMYK	100,81,0,13	100,73,0,61
RGB	0,53,148	0,37,84
HEX	#003594	#002554

White Logo on Black / Black Logo on White

White Logo on Academy Blue

ACADEMY WHITE	
PMS	NO INK / OPAQUE
CMYK	0,0,0,0
RGB	255,255,255
HEX	#FFFFFF

Gray Scale Logo on Black

COOL GRAY	
PMS	COOL GRAY
CMYK	0, 0, 0, 30
RGB	179, 179, 179
HEX	#B3B3B3

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Examples

AF NATIONAL CHARACTER & LEADERSHIP SYMPOSIUM

AF

FORENSICS

AF UNITED STATES AIR FORCE ACADEMY

FALCONRY TEAM

Team Mark Guidance

Personalization: U.S. Air Force Academy departments, units, clubs, teams, and events may personalize the official logo by adding their title outside the clear space.

Placement of Title: The team's title should be in all-caps **Cera typeface** and placed directly underneath or to the right of the wordmark or logomark, which must always be the visual anchor.

Prohibited Elements: Other colors, logos, mottos, or images in official team marks are strictly prohibited.

Adherence to Official Logo Rules: All rules applicable to the official logo also apply to team marks.
This includes:

- Proper use of colors.
- Prohibited modifications.
- Appropriate use of backgrounds.

Isolation Area (Clear Space):

- A minimum clear space, known as the isolation area, must surround the team mark.
- This space must be **unencumbered and dissociated** from all text and other company or agency logos or seals.
- The minimum isolation area is a space equal to the height of the letter "A" surrounding the team mark's top, bottom, left, and right sides.
- Adding more clear space around the logo is accepted and encouraged.
- Same rules for clear space applies as the wordmark (see page 1).

FALCON SYMBOL MARK

Falcon Symbol Mark

Incorrect Uses of Logomark

Do not rotate.

Do not remove components.

Do not condense, stretch or distort.

Do not use drop shadows, strokes or other visual elements.

Do not recolor, even if the color is an approved brand color.

Do not add embellishments.

Do not swap the colors of the elements.

Do not place the Falcon Symbol over a busy image or pattern.

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Primary Typeface: Cera

In our logo, "Air Force Academy" is set in the typeface Cera, which is primarily used for headings, subheadings and caption headings. Cera was chosen as our primary typeface because the angular apex of the A closely mirrors the form of the Cadet Chapel and the peaks of the M resemble the mountain peaks surrounding the campus.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 .,;:'"!@#$%^&*()_+[]{}

Secondary Typeface: Ideal Sans

Ideal Sans was chosen as our secondary typeface because it feels approachable, is very legible at body copy size and complements Cera's sharp geometric forms.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 .,;:'"!@#$%^&*()_+[]{}

Web Safe Alternative example font: Trebuchet MS

In certain cases, such as email, custom typefaces will not be available. In these instances, Trebuchet MS is an acceptable alternative for Cera and Ideal Sans.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 .,;:'"!@#$%^&*()_+[]{}

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